LIBRARY ADVISORY COMMISSION
CITY OF MILPITAS
Monday, March 17, 2008

UNAPPROVED MINUTES

Minutes: Meeting of the Library Advisory Commission (LAC)
Date of Meeting: March 17, 2008
Place of Meeting: Milpitas Community Center, 457 E. Calaveras Blvd.,
                       Conference Room 7/8

Call to Order: Chairperson Hay called the meeting to order at 7:00 p.m.

I. Roll Call   Commissioners Present: Hay, Aoalin, Phan, Chou, Wang,
                      Montano, and Alternate Phan

                      Commissioner Excused Absence: Stephens
                      Commissioners Absent: Estioko and Alternate Pham

                      City Council Liaison Present: Councilmember Giordano
                      County Staff Present: Community Librarian Arbaugh
                      Count Staff Absent: County Librarian Cervantes

                      City Staff Present: Acting Community Center Supervisor Cacao

II. Seating of Alternates
                      Alternate Phan was seated.

III. Flag Salute
                      Chairperson Hay led the Commission in the Pledge of Allegiance

IV. Approval of Minutes
MOTION to approve the minutes of January 14, 2008:
                      M/S: Montano/Aoalin   Ayes: All

V. Announcements and Correspondence:
                      None

VI. Public Forum: None

VII. Adoption of Agenda:
                      MOTION to approve Agenda of March 17, 2008.
                      M/S: Aoalin/Chou   Ayes: All

VIII. Unfinished Business:
  1. **Library Building Project Update**

        Mr. Steve Erickson, Project Manager gave a brief presentation on the status of the project.

        <u>Schedule</u>
        Amoroso remains on schedule per the contract

        <u>Midtown East Parking Garage Emergency Phone System:</u>
        Provide three emergency (Blue Light) phones per floor, recommending award of construction contract to 2nd low bidder on March 18.

        <u>Milpitas Career Fair Expo</u>
        Approximately 75 students from Rancho, Russell Middle and Milpitas High School attended the March 14th event. The event included a short tour of the library construction, trade demonstration and special activities.

        <u>North Main Streetscape</u>
        Landscape, irrigation and sidewalk improvement installation is underway.
        New streetlights are operational.
        Work is being staged to keep traffic lanes and a sidewalk available, and to provide access to businesses.
        Phase I work to be completed July 2008

  2. **Donor Recognition Program**

        The Finance Department has created an account and system for accepting and tracking donations submitted. Policy will be created for approval by City Council.

IX. New Business

        No New Business

X. Other Business
  1. **Friends of the Milpitas Library**
        <u>Book Sale</u>
        Grand total for the January 2008 Book Sale was $5,608.23. The next book sale is scheduled for June 6, 7 and 8th. In addition to the usual donations that will be for sale, they still have 26 boxes of Chinese comic books to sell.

  2. **County Librarian Report**
        1. The California Library Association is sponsoring Library Legislative Day in Sacramento on Wednesday, April 16. It would be great to have a few commissioners, Friends and other Library supporters join staff in delivering our message to State Legislators.

Please contact Cynthia Garcia if interested.
cynthia.garcia@lib.sccgov.org

2. Senator Simitian has submitted SB1516, the California Reading and Literacy Improvement and Public Library Construction and Renovation Bond Act of 2010. If approved by the State Legislature in the amount of $4 billion, this bill would provide a two-thirds match in State funds to a one-third local match for grants of $500,000 to $30 million.

3. The Silicon Valley Library System in conjunction with the Bay Area Library Information System and the Peninsula Library System are hosting a Library Issues Breakfast on Saturday, April 5, 2008 from 8:30 a.m. – 10:30 a.m. at the Stanford Park Hotel, Menlo Park. Dr. Emmett D. Carson, CEO and president of the new Silicon Valley Community Foundation will be speaking on Information Sharing and Community Building in the 21st Century. Contact Kathy Krause for reservations: 650-349-5538 or krause@plsinfo.org

4. The Silicon Valley Library System, of which SCCL is a member, has joined the Bay Area Library Information System (BALIS) and the Peninsula Library System (PLS) in a public library marketing campaign that will kick off in April during National Library Week (April 13-19). Watch for more information on the Library website, www.santaclaracountylib.org

5. In keeping with the SCCL Strategic Planning process that many community members have had an opportunity to participate, below are links to two articles from the Pew Internet and American Life Project that identify societal impacts that may influence how and what type of public library service is delivered in the future.

The Pew Internet and American Life Project announce the release of: A Typology of Information and Communication Technology Users.

Fully 85% of American adults use the internet or cell phones – and most use both. Many also have broadband connections, digital cameras and video game systems. Yet the proportion of adults who exploit the connectivity, the capacity for self expression, and the interactivity of modern information technology is a modest 8%.

Fully half of adults have a more distant or non-existent relationship to modern information technology. Some of this diffidence is driven by people's concerns about information overload; some is

related to people's sense that their gadgets have more capacity than users can master; some is connected to people's sense that things like blogging and creating homebrew videos for YouTube is not for them; and some is rooted in people's inability to afford or their unwillingness to buy the gear that would bring them into the digital age.

These findings come from the Pew Internet Project's typology of information and communication technology (ICT) users. The typology categorizes Americans based on the amount of ICTs they possess, how they use them, and their attitudes about the role of ICTs are in their lives. Ten separate groups emerge in the typology.

Here is a link to the complete report:
http://www.pewinternet.org/PPF/r/219/report_display.asp

What kind of information technology user are you? Answer a few questions to see where you fit in the new typology of information and communication technology users developed by the Pew Internet Project. Take the quiz here:
http://www/pewinternet.org/quiz/

Young Use Library Most Despite the Net, by Anick Jesdanun, Associated Press, New York

Young adults are the heaviest users of public libraries despite the ease with which they can access a wealth of information over the Internet from the comforts of their homes, according to a new study.

That's especially true for those who had questions related to health conditions, job training, government benefits and other problems. Twenty-one percent of Americans with such questions aged 18-30 have turned to public libraries, compared with about 12 percent among the general adult population with those problems to solve.

Education-related tasks – making decisions about schooling, paying for it and getting job graining – are the most common problems drawing people to libraries, according to a joint study from the Pew Internet and American Life Project and the University of Illinois at Urbana-Champaign.

And people are going to libraries not only for the Internet computers there but also for library reference books, newspapers and magazines.

"The age of books isn't yet over," said Lee Rainie, Pew's director.

3. **Community Librarian Report**

    Staff

    Half time adult librarian Susan Wright has accepted our full-time adult librarian position. Susan has worked for Santa Clara County Library for 20 years now, and is already an integral part of our team. We have also hired a new half-time coded page, Janet Cardinarri.

    Programs and Services – some highlights:

    Bo Caldwell, author of THE DISTANT LAND OF MY FATHER, this year's Silicon Valley Reads selection, met with our Wednesday Book Group on February 27. The book had been read by everyone who attended, which was particularly nice for the author.

    The Firebird Youth Chinese Orchestra presented a concert on February 10 to a standing-room-only crowd, and we had about 45 people attend our guitar and mandolin program that same weekend. We have another guitar program coming up at the end of this month. On March 30, Christopher Dean will be here and will present his special blend of Celtic and American traditional and contemporary folk music performed on 6 and 12 string guitars.

    On March 8 we had 100 people show up for Shakespeare on the Lawn. This was presented by a group called Shakespeare on Tour, and the play they did was Twelfth Night. Because of the size of their stage there was no way this could have been done in our community room so we had it outside. Fortunately, although it rained on the previous Saturday, and on the Saturday after, on March 8 the weather was perfect.

    Special Event

    Our teen librarian, Don Phillips, was honored at the February 12 meeting of the Board of Supervisors as Employee of the Month. This is the first time a teen librarian has received this recognition, and also the first time it has been given to a Milpitas Library staffer. We are all very proud of Don and the wonderful and very creative work he does with the teens of our community.

    Holidays

    Closed this coming Sunday, March 23, for Easter, and a week later on Monday, March 21 in honor of Cesar Chavez' birthday. We will also be closed one additional day prior to the next LAC

meeting which will be Friday, May 16 when we will have our Staff Development Day. This year all of the activities will be right here in Milpitas. We have reserved the community center for the day, and some of the break-out sessions will be at the library.

4. City Council Report

Debbie Giordano reported that the Human Society is building their new building here in Milpitas and the city a issued $20 million revenue bond that is backed by California Enterprise Development Authority. The city guaranteed the bond so they could get a lower rate on the revenue bond. It doesn't cost the city anything; they just use our bond rating which is excellent.

The city council got a report from staff regarding the rate of property foreclosures. On the city web site, you can now find information to help homeowners who need assistance.

The city council is also debating operating the Wi-Fi Earthlink service. The equipment is free, and the city is trying to figure out how to secure those assets and what to do to use those assets, it is in the millions of dollars worth of product. Police and Fire Services could use it.

5. City Staff Report

Rosana Cacao reported that the Commissioner's Recognition Brunch is on Saturday, April 15th at the Community Center. At this luncheon, they will be announcing 3 to 5 activities the group has accomplished and asked for suggestions from the group. There was discussion of the Commissions' accomplishments the past year.

Rosana distributed the Youth Program Team brochures and stated the team recently received the Project Corner Stone Award for promoting community youth values with over 900 people in attendance at the event.

Rosana announced the Summer Activity Guide will be delivered to Milpitas residents the week of April 7th and registration begins April 26th.

XI. Future Agenda Items

There was discussion regarding the donor recognition policy on whether or not to have it return to the Commission or send it directly to Council for approval. Chairperson Hay requested Councilmember Giordano review the plan before it is sent to

Council. Councilmember Giordano agreed to review the policy before sending it to Council for approval.

Chairperson Hay recommended marketing of the donor program as a future agenda item.

XII. **Adjournment**

There being no further business, Chairperson Hay adjourned the meeting at 8:15 p.m. to the next regularly scheduled meeting on May 19, 2008 at 7:00 p.m. at the City Hall Committee Room

MOTION to adjourn the meeting.
M/S: Wang/ Pham   Ayes: All